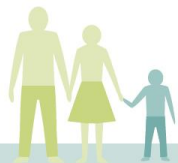




Confederation of European Forest Owners



# **Forest owners are communicating about the management of their forests**



## **12<sup>th</sup> European Forest Pedagogics Congress**

**Emma Berglund**  
**Secretary General**

3-6 October 2017

Milovy, Czech Republic



# Outline

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**CEPF – who we are**

**CEPF and Forest Pedagogics & Communication**

**How do CEPF members use Forest Pedagogics  
& Communication**



# CEPF – the voice of European Private Forest Owners

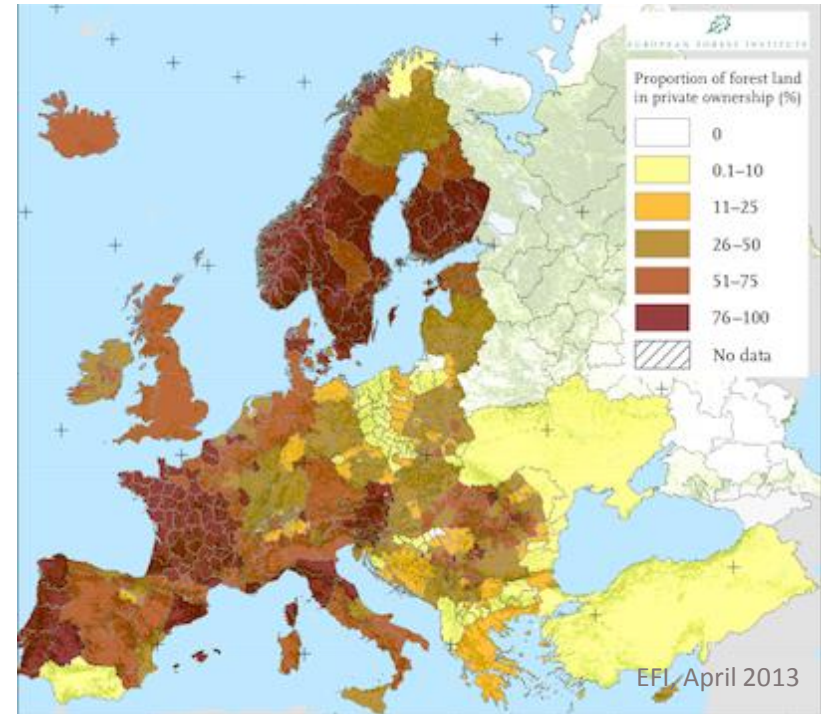
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- Founded in Luxembourg in **1996**, but with roots back to early 60's
- Registered as an association sans but lucratif (asbl) in Belgium since 2012
- The **umbrella federation** of family forestry in Europe
- Represents and promotes the **common interests of private forest owners in Europe**
- CEPF serves the interests of the approximately **16 million forest owners**. They are **private individuals, families and cooperatives that take care of about 60% of Europe's forests.**



# Diversity of private forest ownership

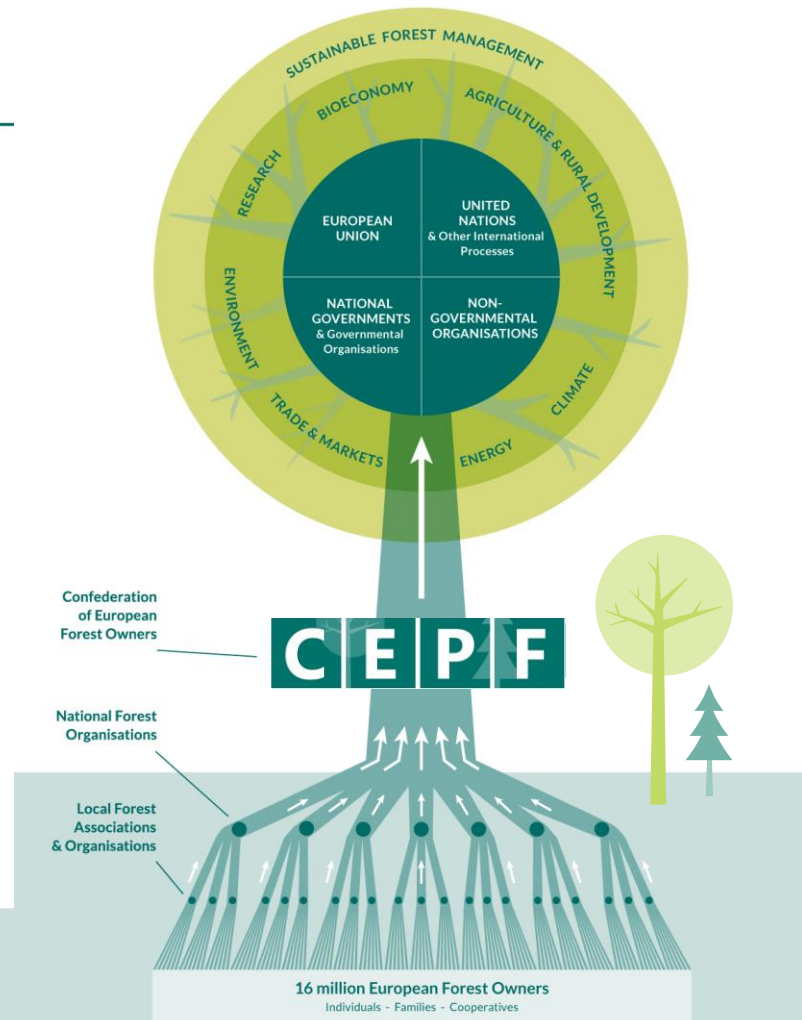
- About 60% of forests privately owned
- Approx. 16 million forest owners
- Small scale forest holdings (average size within EU 13 ha, but most own 2-5 ha)
- 83% individuals/families; 12% forest industries; 5% private institutions
- New types of PFOs (e.g. urbanisation)
- 20-30% pensioners



# CEPF – from roots to crown

## Core principles

- **Sustainable forest management** and **multifunctionality** of forests and other wooded land
- Acknowledgement of **ownership rights**
- **Economic viability** of the forest holding as well as **competitiveness** of the forest and forest-based sector





# CEPF Members

## Ordinary members – national confederations:

Austria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Latvia, Lithuania, Luxembourg, Norway, Portugal, Slovenia, Spain, Sweden, Switzerland

## Associated members:

ArcMed, CONFI, Waldverband Austria, Institut Agrícola Català de Sant Isidre



# CEPF Board

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**Hubert de Schorlemer**, Luxembourg  
CEPF President since 2012

Olivier Bertrand

Philipp zu Guttenberg

Juha Marttila

Michael Podstatzky-Lichtenstein

Zdenko Bogovic

Luís Dias

Arnis Muiznieks

Felix Montecuccoli

Sven-Erik Hammar

France

Germany

Finland

Czech Republic

Croatia

Portugal

Latvia

Austria

Sweden

Vice-President

Vice-President

Vice-President





# CEPF Secretariat



Emma Berglund  
Secretary General



Meri Siljama  
Policy Advisor  
NSF Coordinator



Franz Thoma  
Policy Advisor



Laura Salo  
Office Manager



Aigars Loks  
Trainee

A small, but vigorous team!





Confederation of European Forest Owners

## CEPF and Forest Pedagogics & Communication

# Main Principles of Forest Pedagogy in Europe

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- addresses all **social, environmental and economic** dimensions of sustainability
- fosters understanding, interactions and relationships of **human-environmental relations** in the context of sustainable development
- is based on **knowledge** about forest ecosystems and **experience** in sustainable forestry
- promotes understanding, use and application of the concept of **sustainable development** through the example of **sustainable forest management**
- demands an **holistic** approach and it considers world-wide coherences
- contributes to education for sustainable development (ESD) and the UN-Decade for ESD
- cooperates with other partners engaged in environmental education or ESD
- requires active and cooperative educational methods and approaches
- values, promotes and offers forests as a healthy and excellent learning environment for outdoor education as well as a resource for learning
- encompasses natural and cultural heritage



# CEPF communication should support our aims

- **Sustainable forest management** and **multifunctionality** of forests and other wooded land
- Acknowledgement of **ownership rights**
- **Economic viability** of the forest holding as well as **competitiveness** of the forest and forest-based sector



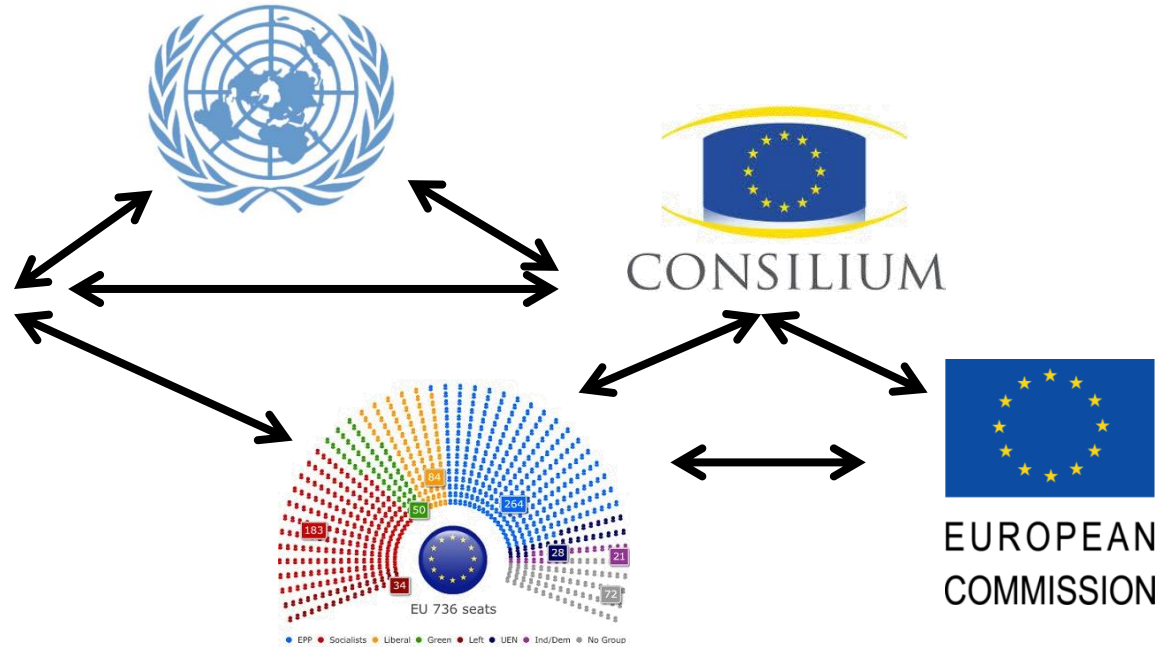
# Overall goals of CEPF communications

- The purpose of CEPF communication is to help and support our lobbying work and CEPF members
- Raise awareness
- Raise understanding and level of knowledge
- Promote CEPF core principles and key messages
- To get right action in decision making



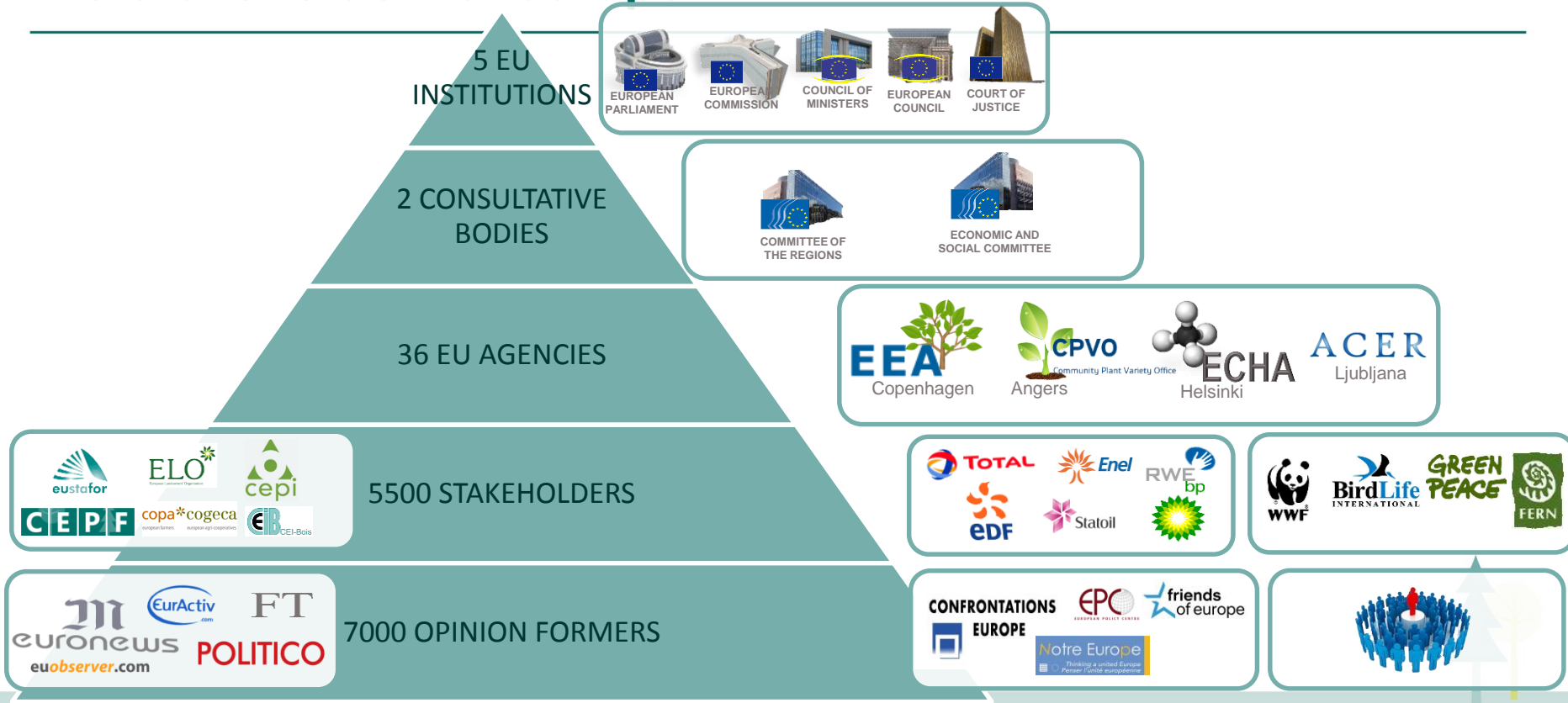


# The EU: a complex system of different bodies, actors, cultures and levels of interaction and implementation

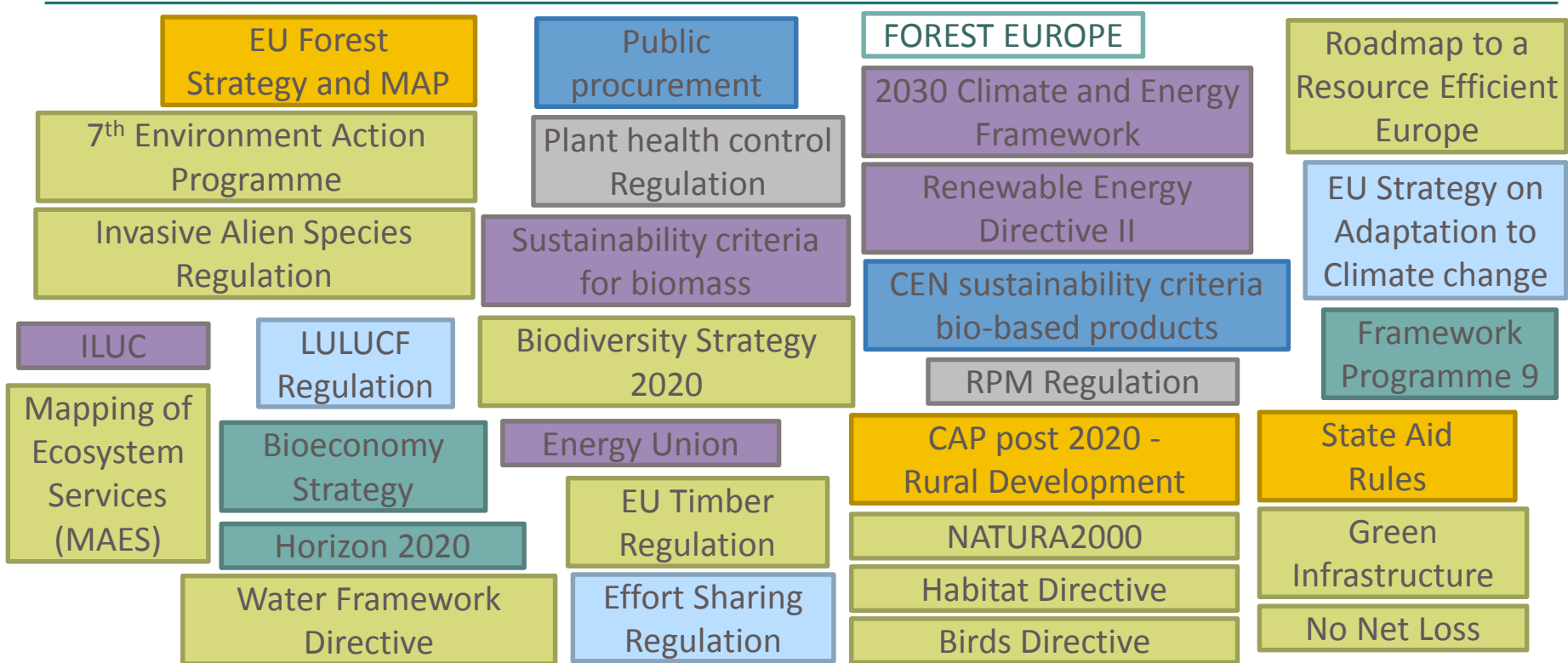




# EU Stakeholder Landscape



# EU Forest Policy: a complex scattered puzzle



# CEPF lobbying and communication instruments

## External

- CEPF Website
- CEPF Newsletter
- Statements
- Events
- CEPF brochure and key messages
- Press releases, position papers and letters
- Social media; Twitter and LinkedIn
- Visibility in media
- Stakeholders

## Internal

- CEPF Members Update
- Call for action – mobilise network
- Internal events and meetings (Working group, Board, GA)



# New CEPF Website



[About us](#) | 
 [Family forestry](#) | 
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European Family Forestry – sustainability in action!

State aid guidelines – evaluation and fitness check

The European Commission has recently published a roadmap for the evaluation of State aid



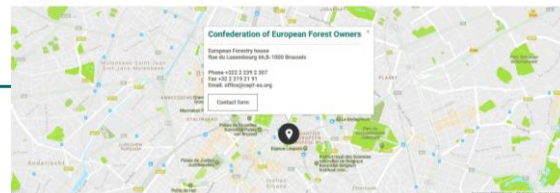
Europe's forests



Good and Governance



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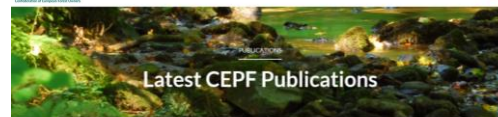
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Joint letter: Implementation of EU Regulation No 1143/2014 on Invasive Alien Species

Joint letter about implementation of EU Regulation No 1143/2014 on Invasive Alien Species



Joint letter: Bern Convention + Draft Code of Conduct for Planted Forest and Invasive Alien Trees

Joint letter about implementation of the Bern Convention and Draft Code of Conduct for Planted Forest and Invasive Alien Trees



CEPF Position Paper on the proposal for a LULUCF Regulation (COM(2016) 476)

The Confederation of European Forest Owners (CEPF) has published a position paper on the proposal for a LULUCF Regulation (COM(2016) 476)





# CEPF in Media

IN ENGLISH PUBLICATIONS AND POSITION PAPERS NEWS FROM SWEDEN ABOUT US



A glimmer brightens autumn  
The EU and Canada have entered an important free trade agreement. This cov-  
ers duties as expected, but also includes significant opening in market access in its

## Sustainable use of bioenergy

NEWS Published 9 December 2016

The European Commission recently presented a proposal containing sustainability criteria on bioenergy. Issues like the definition of sustainable bioenergy and its impact on the future use of biomass and forest management were discussed at a seminar in co-organised by Swedish Enterprise, the Federation of Swedish Farmers and the Swedish Forestry Industries Federation on December 7th.



Sustainable use of bioenergy panel



## Emma Berglund får Greve Carl Bernadottes Skogspris

PUBLICATION / NYHETSDEN 30 MAR 2017  
ENTREPRENÖRSKAP, GRÄNSÖVERSKRÄDNING, EU-GÖVERNANS, KOMPETENSUTVECKLING, SKOGSPOLITIK



Drivande i arbetet kring hållbart skogsbruk i Bryssel

Emma är generaldirektör för Europeiska Familjeskogsbrukskonferensen, CEPF. Hon får utmärkt i emellan av en stark och drivande kraft i Bryssel i arbetet med att



Meri Siljama aloitti MTK:n metsäedustajavaihteen mmiden Pohjoismaiden kanssa. "Ja enemmän esillä", Siljama sanoo.

Heinäkuun 20. päivä Euroopan komi muutosten sekä metsätalouden sääntöjä on paljon pelissä, koska luultavasti käytetään.

nielestä luultavasti pitäisi edisti



## Industry warns EU biomass rules could hinder CO2 cuts

Sources: Aja Kuitila, 21 Apr 2017



EU forest industry has warned Brussels that the proposed sustainability system for forest biomass could prevent the EU from reaching its targets to cut CO2 emissions from the energy sector.

European forest owners, managers and professionals argued in a joint paper that the European Commission's proposal to revise the Renewable Energy Directive (RED) had been too hasty in developing a new regulatory framework that could cause "additional, unnecessary burdens".

The position, signed by associations including farmers' lobby Copa-Cogeca, state forest association Euraster and forest owners' representative CEPF, argued that existing European and national policies and regulation are sufficient to ensure the sustainability of forest biomass used for energy generation.

"We manage our forests holistically, regardless of the end product," Emma Berglund, CEPF secretary general told ENDS. "Specific rules for biomass used for energy could entail additional administrative burdens and risk creating a system 'that does not fit with the existing system we have', she said.

Under the revised RED, the Commission proposed a new risk-based approach to minimise the use of unsustainable biomass.

## Related Articles

Plant pollution limits cleared despite German opposition

28 Apr 2017

Energy, Pollution

Poland given a month to halt illegal logging plans

27 Apr 2017

Energy, Waste & Resources, Pollution, Nature

EU economy vulnerable to global droughts - study

26 Apr 2017

Climate, Nature

UK participation in EU ETS 'critical' until 2020

26 Apr 2017

Climate, Energy

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# Twitter @CEPFSecretariat

**EuropeanForestOwners** @CEPFSecretariat

The Confederation of European Forest Owners (CEPF) is the umbrella association of national forest owner organizations in Europe.

Brussels, Belgium  
cepf-eu.org  
Joined January 2014  
73 Photos and videos

**Tweets** **Tweets & replies** **Media**

**EuropeanForestOwners** @CEPFSecretariat · Jun 12  
PR: @CEPFSecretariat @CORRODICA @EURAFOR deeply concerned over @Basickhout draft report on biomass sustainability buff.ly/2lY9Vt

**Your Tweet activity**  
Your Tweets earned 12,489 impressions over the last 28 days  
View your top Tweets

**Who to follow** Refresh · View all

- Dell Delux** @DELLDELUX · Follow · Promoted
- Ivar Legallais-Korb** @iv... · Follow · Followed by FOREST EUROPE
- Metsa Boord** @MetsaBoa... · Follow

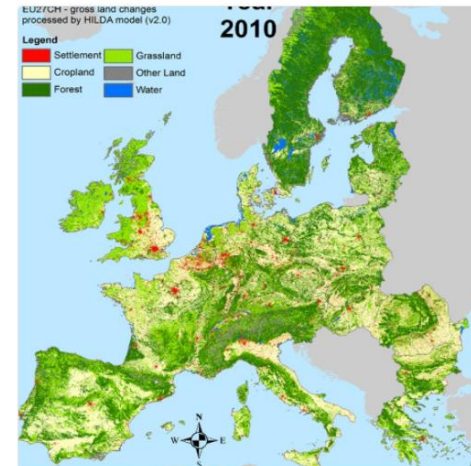
Find trends

**EuropeanForestOwners** @CEPFSecretariat · 8 Nov 2016  
#ForestActionDay #COP22! The world needs more forests, that are and are sustainably managed. #ForestsMatter buff.ly/2lY9Vt



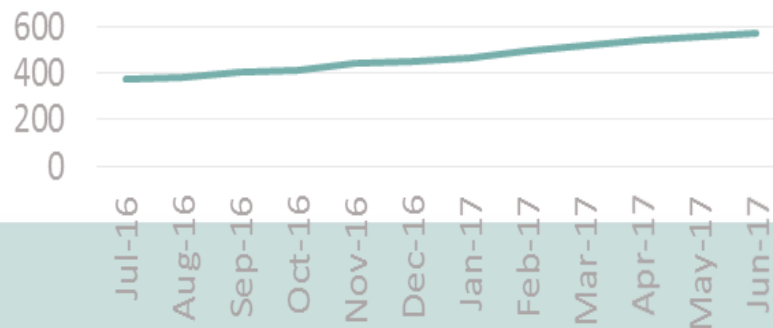
25 30

**EuropeanForestOwners** @CEPFSecretariat · Feb 16  
Thanks to sustainable forest management, Europe is greener now than 100 years ago: buff.ly/2lSa6TQ #SFM #familyforestry



3 33 20

## CEPF Twitter followers





# Tighten alliances and partnerships



Forest-based Sector  
Technology Platform



Ministerial Conference on the Protection of Forests in Europe



European  
Bioeconomy  
Alliance



# European Forestry House



Centre of competence and expertise in  
forestry and wood related issues



Forest-Based Sector  
Technology Platform



# CEPF Working Group



A key platform to mobilise  
our expertise!





Confederation of European Forest Owners

## How do CEPF members use Forest Pedagogics & Communication

# Example Sweden

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- Regional level PFO organisations support local and regional initiatives
  - Example: Mera Skog Västerbotten <http://www.meraskog.se/>
- National level PFO organisation supports many forest communication and pedagogy activities, often together with other sector organisations, forest agency etc
  - Example: “The forest in the school” <https://www.skogeniskolan.se/>
  - Example: LRF video with forest owners  
<https://www.youtube.com/watch?v=3xCtmDdcLUY&feature=youtu.be>
  - Example: Broad communication campaign Svenska Skogen









# Example Austria

- “Waldspiele Steiermark”
- Forests as classroom
- Target group: schoolkids 3rd grade
  - 2.500 kids per year
- Organised by chamber of agriculture and forestry in Styria in collaboration with proHolz Styria



**Waldspiele**  
**Steiermark**  
[www.waldspiele-stmk.at](http://www.waldspiele-stmk.at)



# Example Finland: Finnish Forest Academy

## Forest Academy



Over thousand persons have participated in Forest Academy courses in Finland since it was established in 1996. Photo: Saku Ruusila

Forest Academy for Decision-Makers is a course and discussion forum on forest issues, directed at top-level decision-makers and opinion leaders throughout the Finnish society. It is first and foremost a communication programme.



# Conclusions

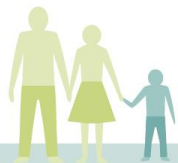
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- Forest Pedagogics – Education – Communication → connected and share principles
- Holistic approach key → understanding of all 3 pillars of sustainability and how they are connected
- Forest Pedagogics crucial for increasing knowledge about benefits of forests and SFM  
→ huge opportunity and necessity for sustainable development
- CEPF is doing communication and educational activities at EU level
- CEPF members are engaged in Forest Pedagogics in many projects at various levels
  - But huge opportunity for private forest owners to engage even more!





Confederation of European Forest Owners



# Thank you!



Confederation of European Forest Owners

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26 October 2017